

Target Stores
1000 Nicollet Mall
Minneapolis, Minnesota 55403



TARGETING THE COMMUNITY IN 2004

When Target opened its first stores in 1962, it was with a strong commitment to support and empower the communities its stores serve. Today, that 41 year tradition is reflected in the Target grant-making program, through which Target Stores and its parent company, Target Corporation, give back more than \$2 million each week across America in education, the arts and social service programs.

Target Stores believes in the power of forming partnerships with leading cultural institutions to foster creativity, promote learning and build stronger communities. Therefore, Target is proud to partner with the National Gallery of Art in Washington to present *The Cubist Paintings of Diego Rivera: Memory, Politics, Place*. Through this insightful exhibition, guests will view significant cubist works and paintings with Mexican themes by Diego Rivera, including *No. 9, Nature Morte Espagnole (No. 9, Spanish Still Life)* from the estate of Katharine Graham.

In addition to supporting *The Cubist Paintings of Diego Rivera: Memory, Politics, Place*, Target previously sponsored *Frederic Remington: The Color of Night* at the National Gallery of Art in 2003. Target is also a major sponsor of a broad range of cultural initiatives in both the visual and performing arts. Recent cultural partnerships include the five-year national touring exhibition *Chicano*, on view at the Indiana State Museum in Indianapolis, Ind., beginning in January 2004; various art exhibitions such as *USDesign 1975–2000* at the Museum of Arts & Design in New York City, which celebrates the accessibility of design; *Target Benchmarks Central Park*, a public art project presented with the Central Park Conservancy and featuring one-of-a-kind park benches designed by notable New York artists, architects, designers and celebrities; and *Takashi Murakami at Rockefeller Center: Reversed Double Helix*, an innovative exhibition that transformed one of New York City's most famous landmarks into a surreal fantasy world.

Like the cultural programs it supports, the Target signature education and social service programs are designed to inspire and enlighten children and families. These national initiatives include: Take Charge of Education, Ready. Sit. Read!, Start Something, St. Jude Children's Research Hospital, Target Volunteers and United Way.

- **Take Charge of Education**[®] has contributed more than \$100 million to further education in the United States. Take Charge of Education programs include student scholarships; grants, which bring students to the arts and arts to the schools; and the School Fundraising program, which allows Target[®] Visa[®] or Guest Card[®] holders to designate 1 percent of their card purchases to the K-12 school of their choice.
- **Ready. Sit. Read!** is dedicated to fostering a life-long love of reading in children. The program, signified by the Big Red Chair, focuses on children from birth to 9 years, and was developed in partnership with the United States Department of Education.
- **Start Something**SM is a partnership between Target Stores and the Tiger Woods Foundation. Start Something helps kids ages 8-17 identify and achieve their dreams and build a set of core values that will guide them throughout life. Over 1.5 million kids have been touched by this character-building program.
- **St. Jude Children's Research Hospital** in Memphis, Tenn., specializes in the research and treatment of pediatric cancer and other catastrophic childhood illnesses. With a \$27-million commitment, Target helped build and expand Target House, a home-away-from-home where long-term patients can live with their families as they undergo treatment.
- **Target Volunteers** is Target Corporation's nationwide network of volunteers who annually donate more than 350,000 hours to more than 6,500 community-based projects.
- **United Way** is supported by Target locations nationwide. In 2002, Target team members contributed more than \$9.2 million.